

## Press Release No. 39/2007

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## The latest “electricity saver” sticker - making the invisible visible

### Sticker provides information on idling loss in electrical and electronic devices

Saving electricity is good for the purse and the climate, but there are power “thieves” in our homes at the hands of whom even the biggest penny pincher is helpless. Some devices use electricity and it goes unnoticed, even when they are switched off. This is the cause of idling loss. Yet help is nigh: the new “electricity saver” sticker from Action No Energy shows consumers which electrical and electronic devices, be it a computer, printer, or DVD player, generate either no or very minimal idling loss. The Federal Environment Agency (UBA) launched Action No Energy’s new sticker yesterday in the presence of the Federal President, together with the Federation of German Consumer Organisations (vzbv) and *AudioVideoFoto-BILD* and *Computer-BILD* magazines on the occasion of Environment Week. The electricity saver sticker is only awarded to devices that:

- have a power switch that is easy to reach and see and clearly marked, and which does not consume electricity when it is switched off;
- when put on standby, e.g. a DVD player, consumes less than 1 watt.

Action No Energy has declared war on power theft since 2000. Since 2004 the initiative, which is supported by UBA and vzbv, has awarded the electricity saver sticker, in cooperation with *AudioVideoFoto-BILD* magazine, to devices in the entertainment electronics sector. Europe’s largest computer magazine, *Computer-BILD*, will now focus on the problem of idling losses in their tests and highlight computer technology devices which feature the sticker.

According to UBA estimates, idling losses incur annual costs to German households and offices of nearly four billion euros. That represents a 4.4 per cent share of total electricity consumption in Germany.

More information and photos can be found at [www.No-E.de](http://www.No-E.de)

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